



Greene County Tourism Advisory Committee Meeting Minutes

**Date: Tuesday, January 28, 2014 - 9:30 a.m.
Greene County Office Building, Planning Conference Room**

Attendance:

Committee Members Attending – Patty Handel County Legislature Economic Development and Tourism Committee; Troy Ketcham, Windham Mountain; Betsy Jacks, Thomas Cole House; Chuck Tomajko, Fairlawn Inn; Russ Coloton, Hunter Mountain; Peter Maassmann, Blackhead Mtn. Lodge & Country Club; Carol Schreiber, Baumanns Brookside; Kevin Smith, Sunny Hill Golf & Resort; Bernadette Gavin-Palmieri

Legislators in Attendance – Eugene Hatton, Joe Kozloski

Others in attendance: Staff – Shaun Groden, County Administrator; Warren Hart, Heather Bagshaw, Teri Weiss, Kelly Frady, Adworkshop

Warren welcomed and thanked everyone for attending. He also announced that Legislator Patty Handel will now be chairing the committee since Legislator Lewis will be filling in as Acting Chairman in Legislator Speenburgh's absence.

Warren also introduced Kelly and Rebecca from Adworkshop who were there to present and talk about the 2013 year in review.

Heather showed the 2013 winter video which is now airing, and Warren announced that Rebecca had landed the Taste of NY "Ultimate Family Ski Getaway" segment, that will be filmed at Windham in early February.

Kelly gave her presentation and announced that 2013 was a great year for our digital marketing campaign. It had an 81% increase year over year, and page views increased by over 65%. She also listed the top visited pages, which are Resort & Lodging, Family Resorts, Home Page, Events, and Events Searches. The mobile and tablet traffic has also increased by 14% year over year, and our Google ranking still remains high on the search listing. Our mobile site traffic continues to rise and now represents almost 30% of all site traffic.

Kelly also spoke about some of the other metrics for the site, along with Warren highlighting that our domain authority on the web continues to rank above the other three counties in the Catskills as well as the regional Visit the Catskills website.

Rebecca then talked about our public relations highlights throughout the year. We had several successful media visits by various travel writers interested in experiencing our region. We've seen an increased interest in international visits, due to our proximity to New York City. Rebecca also listed some of our top releases for 2013.

Also in the presentation were the digital marketing banner ads for each of major advertising campaigns conducted in 2013. The final End of Year Report will be distributed to the TAC.

Heather and Warren then described the changes being made to the website's current accommodation and attractions pages. They are currently listed in alphabetical order, but upon Staff and Adworkshop's recommendation will be changing it to a priority listing data order with different tier levels that will determine their placement on the website.

County Administrator Groden spoke and applauded the committee for the work that they have been doing. He also said "for all purposes it seems to be working, since the County saw its first and second quarter jump in 2013, after a three year slump" in tax revenue. He did explain that he can't give a breakdown as to where those tax revenue numbers are exactly attributed from, since the state is terrible in quantifying numbers. But from a report approximately two years ago, our single largest contributing business is the automotive industry and lodging comes in fourth. Congratulations to all.

Heather then talked about the upcoming 2014 year.

- Travel Guide delivery is expected in April
- Responsive website for May, including Interactive Map
- Winter TV shoot at Hunter and Windham in February
- Seven major advertising campaigns with three target audiences for each:
- Pic With Rip Social Media Campaign
- Mobile Jeep Tour
- New destination/attraction brochure and map to be widely delivered to our tourism partners for distribution primarily within county
- Hosting of 2 seminars; Spring Tourism Seminar and NYSHTA/CATS Legislative Affairs

Warren spoke about the NYSHTA/CATS Legislative Round Table seminar that will be taking place on March 20th 5:00 at the Copper Tree restaurant in Hunter. Legislative officials will be present, and we need to have a good representation from Greene County. He encouraged everyone to attend.

The Orville Slutzky Spring seminar will be held on Thursday April 22nd place to be determined. This year we'll be having breakout sessions focusing on digital marketing, with an emphasis on packages, and how the lodging and tourism businesses can increase exposure through the county's website and marketing brand.

Warren then reviewed the TAC 90 Fund Budget for 2014, in which everyone had contributed to its development and focus. The TV commercials and digital marketing being the largest component of the budget and a priority for the TAC.

Russ Coloton mention that possibly the County could “piggy back” with Hunter in their commercials, which may be a cost saving factor for the County. He also suggested that we follow up with our hotel properties regarding the on-line reservation system.

Warren then reviewed the 2014 TAC meeting schedule with everyone and introduced a few of the tourism projects that we are working on and that will be the subject of the February meeting.

- Greene County CFA grant for the Kaaterskill Clove
- CATS organization four county marketing plan
- CATS CFA Grant for the Catskills Region
- Partnerships with Hudson Valley Tourism and I Love NY Tourism